

Strong audience reach across print and digital news media: emma

More than half of news media readers (55 per cent or 9.1 million people²) consume their news content in both print and digital.

Print only news media consumption is at 18 per cent, or almost 3 million people, while 27 per cent, or 4.5 million people, consume only digital news media.

“Australia’s news media publishers have successfully pioneered the extension of their print brands to digital channels and cross platform readership continues to strengthen. We expect to see this trend remain as publishers continue to grow across more platforms and readers seek their news and information on the go,” NewsMediaWorks CEO, Peter Miller, said.

“Cross platform news brands also dominate when it comes to consumer trust, ably led by quality, credible journalism. As Australia’s most trusted media channel³, research has found that trust positively impacts purchase intent, something advertisers cannot ignore. ”

This is the seventh month of emma cross platform readership data to come from Nielsen, in a new strategic collaboration announced in May. Under the new arrangement, Nielsen leads the fusion process that brings together the industry accredited print readership data from Ipsos and Nielsen’s IAB-accredited digital audience data, to deliver a total audience readership. Nielsen Consumer & Media View (CMV) is fused to the emma Cross Platform data to provide critical product and attitudinal data.

The Sydney Morning Herald is Australia’s highest-reaching title across all platforms with 4.6 million readers. The *Herald Sun* followed, reaching 3.9 million readers and *The Daily Telegraph* on 3.5 million (see table below).

| emma cross platform readership (000s, last four weeks) | emma September 18 |
|---|----------------------|
| Sydney Morning Herald / smh.com.au | 4685 |
| Herald Sun / heraldsun.com.au | 3936 |
| Daily Telegraph / dailytelegraph.com.au | 3598 |
| The Australian / theaustralian.com.au | 2787 |
| The Age / theage.com.au | 2718 |
| Courier-Mail / couriermail.com.au | 2441 |
| Financial Review / afr.com.au | 1799 |
| West Australian / thewest.com.au | 1709 |
| Adelaide Advertiser / AdelaideNow.com.au | 1342 |
| Sunday Times / perthnow.com.au | 1274 |
| Canberra Times / canberratimes.com.au | 535 |
| Gold Coast Bulletin / goldcoastbulletin.com.au | 374 |
| Northern Territory News | 350 |
| Sunshine Coast Daily / sunshinecoastdaily.com.au | 291 |
| Mercury (Tas) / themercury.com.au | 318 |

Sources:

1. emmaTM, 12 months to September 2018. Readership based on last four weeks. Trends compared with 12 months to September 2017. Survey conducted by Ipsos Connect, people 14+, Nielsen Digital Ratings (Monthly), now Nielsen Digital Panel, NDP September 2018, People 14+

2. emmaTM, 12 months to August 2018. Readership based on last four weeks. Trends compared with 12 months to August 2017. Survey conducted by Ipsos Connect, people 14+, Nielsen Digital Ratings (Monthly), now Nielsen Digital Panel, NDP August 2018, People 14+

3. ADTRUST; Galaxy Research online questionnaire, June 2017 (n=2,863 : 2 legs of n=1400 per media) and April 2018 (n=1400 : 1 leg of n=1400 per media) was conducted among a nationally representative sample of Australians aged 18 years and older. View full results at https://newsmediaworks.com.au/research_type/major-reports/

